

## Pink Shirt Day is February 24, 2016

### Official #PinkShirtDay T-shirts Available at London Drugs in Support of Boys and Girls Clubs Across British Columbia and Alberta

**Richmond, B.C. January 28, 2016** – Canadian retailer London Drugs is proud to be the official retail partner for the popular Pink Shirt Day campaign along with organizers CKNW Orphans' Fund in support of anti-Bullying programs. For the eighth year, London Drugs is building awareness of this powerful campaign by being the exclusive retailer of the official Pink Shirt Day t-shirts.

Pink Shirt Day will be celebrated on February 24 and thousands of Canadians are expected to turn schools and businesses into a sea of pink to build awareness against bullying. This year's Pink Shirt Day message is "*Kindness is one size fits all.*"

"This year on Pink Shirt Day we are focusing on Kindness. Kindness is universal — a trait we encourage everyone to openly express every day," said Jen Schaeffers, Executive Director CKNW Orphans' Fund. "We are grateful to have the continued support of London Drugs in our funding of programs across British Columbia and Alberta that teach children the importance of kindness, empathy and compassion. Funds raised will go directly to Boys & Girls Clubs in local communities."

The official Pink Shirt Day t-shirt is now available at 72 London Drugs locations, as well as online at www.pinkshirtday.ca. The shirts are available in both adult and youth sizes ranging from small to XXL. The shirts cost \$9.80 plus applicable taxes with net proceeds supporting CKNW Orphans' Fund and distributed to various organizations across British Columbia and Alberta. The programs funded support children's healthy self-esteem, both with their peers and themselves. They teach empathy, compassion and kindness.

"Over the past seven years, we at London Drugs are proud to have raised more than \$600,000 for Boys and Girls Clubs in Western Canada through the Pink Shirt Day campaign," said Clint Mahlman, London Drugs Chief Operating Officer and Executive Vice President. "In 2015, supporters of the campaign purchased close to 18,000 Pink Shirt Day t-shirts from London Drugs. We couldn't have done that without the support from our customers."

Youth and organizations continue to support Pink Shirt Day following the stand of two grade 12 Nova Scotia students in 2007. The students took action after witnessing a grade 9 student being bullied for wearing pink to school and encouraged their schoolmates to wear pink to send a message against bullying. Since then wearing pink shirts has sent a powerful message against bullying.

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### About London Drugs

Founded in 1945, B.C.-based London Drugs has 79 stores in more than 35 major markets throughout British Columbia, Alberta, Saskatchewan and Manitoba including its online store www.londondrugs.com. London Drugs offers consumers a range of products from digital cameras and cosmetics to computers and televisions. Renowned for its creative approach to retailing, the company employs more than 7,500 people with pharmacy and health care services being the heart of its business. Committed to innovation and superior customer service, London Drugs has established itself as a reputable and caring company and continues to position itself for future growth and development.

### For more information or to arrange an interview, please contact:

Cynnamon Schreinert

604-802-2733

cynnamon@hartleypr.com